

Successful **HYPNOTHERAPY**

analytical hypnotherapy training course

Hypn⊙**therapyControlBoard**

Europe's largest hypnotherapy school - est. 1974

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hypnotherapy training

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Successful HYPNOTHERAPY

- A training course in both Hypnotherapy and Hypno-analysis – the only course of its kind.
- A practical, comprehensive Distance Learning course of the highest quality. Expert individual tuition for the duration of your studies.
- Complete flexibility – send in the test exercises at your own pace and take the final exam in the privacy of your own home.
- Easy to register as an NHS and BUPA provider, once qualified.
- Train with Europe's largest Hypnotherapy school, and join the IAH – probably the most widely recognised and respected professional body of Hypnotherapists and Hypno-analysts.
- The course contains everything you need to be able to establish yourself in private practice as a Hypnotherapist.
- Training by experts with thousands of hours of clinical experience.

Hypnotherapy Control Board
(HCB) is the training wing of
the International Association
of Hypno-analysts (IAH)

Successful Hypnotherapy
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Thank you for your interest in our Hypnotherapy Diploma Course. This course has been uniquely successful over the past twenty years, and is still the most comprehensive of its kind today. Over 5000 (yes! five thousand) students have undertaken this course since its launch in 1981, and many of them all over the world are now well established Hypnotherapists in private practice, helping people to make significant changes in their lives, *and* earning a generous income for themselves.

This course is unique because it not only teaches you how to hypnotise somebody, it also teaches Hypno-analysis (sometimes called Analytical Hypnotherapy). A Hypno-analyst can achieve great success with a client in just a few hours (by getting straight to the cause of the problem) where a traditional therapist would normally require many years. No wonder most Hypno-analysts are never short of clients!

HCB is the only training school in the world to offer this course.

Enclosed with the Prospectus:

- Audio or Video Cassette Tape
An introduction by Robert Kelly, Course Director
- Application Forms (two)
- Register of Practising IAH Members

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Synopsis

The *Successful Hypnotherapy* diploma course has been running since 1981 and has launched more Hypnotherapists and Hypno-analysts into private practice than any other programme. Essentially a Practitioner-level course, it has been expanded and improved throughout the past twenty years. It is designed to train and equip you with sufficient knowledge and understanding to safely practice Hypnotherapy and Hypno-analysis.

There is a tremendous public interest in “alternative medicine”, and the opportunities are many and exciting. Whether you want to start a new career, increase your range of skills in your current profession, or benefit the lives of others, this course will help you achieve your goals.

Successful Hypnotherapy is principally a Distance Learning course. Our experience has shown this to be the most effective way of integrating and understanding the vast range of topics and techniques. We have also found that the home-study route offers more opportunity for self-reflection and development which, in turn, produces a more skilled and insightful therapist. In addition, there is ample opportunity to complement your home study by attending as many of our regular monthly seminars and workshops as possible. These will enable you to practice your newly acquired skills in a safe environment, alongside other students and practitioners.

The course is very thorough – when qualified you should possess a better understanding of Hypnosis than the average stage hypnotist and a greater knowledge of character and behaviour formation than the average doctor. Many different techniques utilising Hypnosis, NLP and cognitive therapies are covered – the predominant one being the use of Analysis under Hypnosis to discover and remove the cause of nervous disorders.

Over 5,000 people have studied this Hypnotherapy Course: many have completed the home-study course, some have undertaken the in-house training and many have studied with us to build on training acquired elsewhere. Some have even gone on to establish their own training organisations. We enjoy the position we occupy as one of Europe’s largest Hypnotherapy organisations – because our course can produce very skilled and effective therapists.

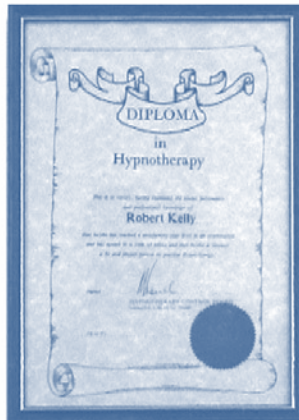
Course Structure

The course has twelve modules. Each module introduces new information, theories and skills that build on the learning and insight gained in previous modules, moving you towards a fully integrated understanding of Hypnotherapy. The majority of the modules have accompanying audio or video cassettes, which aid your developing understanding and insight into human nature.

There are useful test exercises at the end of every three modules which will provide you with invaluable feedback on your progress. If you do not wish to continue into practice at the end of the course, you are not required to complete these, but many students find that they provide a very useful benchmark for their studies. The final examination accompanies module twelve – this is completed at home and there is no deadline for its return.

The course is scheduled to take six months to complete, although some take less time and others choose to take a great deal longer. Approximately every two weeks the next module (both written and audio or video cassette) will be sent to you. You will also need to read some books on the required reading list.

Every student gets individual attention. The course learning, test exercises and final exam are all completed at your own pace, without the pressure of enforced deadlines.



In-House Training

A limited number of vacancies are available on our In-House Course, held at the headquarters of the IAH in Cambridge. The course director, Robert Kelly, conducts the In-House Course, following the same syllabus as the Distance Learning Course, and students receive all the written and audio/video cassette lectures used on the Distance Course.

The In-House training is divided into two parts: part A covers Modules 1 – 6 of the Hypnotherapy Diploma Course and part B covers Modules 7 – 12.

Both parts include extra elements of practical workshops and demonstrations. The test exercises and final examination are exactly the same as those used on the Distance Learning Course and are also taken at home, not at the Centre. Successful completion results in the same benefits – including membership of the IAH, which is Europe's largest group of Hypno-analysts.

Combined In-House / Distance Learning

If you wish you can split the training into half In-House and half Distance Learning.

Please contact Robert Kelly if you are interested in either In-House training or Combined study.

'I would like to say how interesting and enlightening I have found your material and compliment you on your 'easy to read' style of writing.'

D.M – High Wycome

ONE The Practitioner

- The therapist and the law
- The pros and cons of home practice vs consulting rooms
- The therapist's duty of care to clients
- Insurance, rating and planning law, together with advertising controls
- The history of the use of hypnosis in therapy
- Your motives for seeking to be a therapist.

Accompanying Audio Tapes 1 and 2

- 1: Welcome to the Course & Introductory Talk by Robert Kelly
- 2: 'Relaxalongatherapist' by Neil French: a journey into the fantasy world of Hypnotic relaxation. Boosted by subliminal sound messages the tape will SAFELY produce Hypnosis in all. The tape is unparalleled for instructional purposes and you will experience a feeling of well-being afterwards.

TWO Character Types and their Symptoms

- Who are we? Why do we turn out the way we do? What affects our behaviour?
- Classification of the three main 'character types' of humans
- Why some people are pre-disposed to smoking, drinking, anxiety, compulsions, obsessions, hypochondria, phobias & other symptoms
- Introduction to CAUSE & EFFECT & the creation of psychosomatic symptoms
- Anxiety generally and the anxiety state in particular.

Accompanying Audio Tapes 3 and 4

- 3: Explanation of Hypnosis
- 4: Continuing explanation of Hypnotic induction.

THREE Character Formation

- Early development & formation of our characters, predispositions & personalities
 - Why some children find it easier to mix socially than others
 - Why the first eight or ten years of our lives are so significant
 - What makes us choose one career in preference to another.
- The first test exercise is included with this module.

Accompanying Audio Tapes 5 and 6

- 5 & 6: Explanations of inducing and deepening the state of Hypnosis.

FOUR Anxiety and Sexuality

- The link between sexuality and many anxiety states
- The case for Hypno-analysis versus the use of pure Post-Hypnotic Suggestion
- The Oedipus Complex
- Our sexual formation and predispositions

Accompanying Audio Tapes 7, 8, 7A and 8A

- 7 & 8: Slimming Therapy/Anti-Smoking Therapy
- 7A & 8A: Pre-Test Nerves/Nail Biting by David Landau, an ex-student of the course, now a successful practitioner whose specialised knowledge of sound makes the tape a memorable experience.

FIVE The Effects of Suggestion

- Hypnotic, post-hypnotic and overall responsiveness to suggestion
- Coue's Law of Reversed Effort
- Bernheim's Rules governing suggestion
- Chevreul's Pendulum

Accompanying Audio Tapes 9 and 10

9: Talk recapping the lecture notes to date.

10: A complex 'anti-smoking,' 'slimming,' 'anti-nail biting' and general 'self-improvement' tape all rolled into one, demonstrating how aversion can be produced by post-hypnotic suggestion – also utilises the power of subliminal perception material.

SIX Meeting the Client

- What to ask, what to say, and how to greet and reassure a client
- What the client wants and expects – what the therapist aims to achieve
- The likely outcomes of therapy
- NLP techniques.

The second test exercise is included with this module.

Accompanying Audio Tapes 11 and 12

11: Relaxing piano music, which has post-hypnotic suggestions for calmness and confidence 'concealed behind' the music in the form of subliminal perception material (the therapist's voice taken up the frequency range working in a similar way to a dog whistle; your subconscious hears the message – your intellect doesn't).

12: Talk including Hypnotic Induction by Aurioi Hiscock, Hypnotherapist & past Course Tutor

SEVEN The Analysis

- What and how to do it, what and when to expect it, using a real case as illustration
- Migraines, headaches and stress
- Children and their responsiveness in therapy
- What can be accomplished in just six sessions of therapy; astonishing, liberating and enlightening results.

Accompanying Video Cassette

A complete first session of Hypnoanalysis, including the initial consultation, conducted by the course author, Neil French.

EIGHT Transference and Resistance

- The amazing phenomenon of 'transference'
- Symptoms, which can now be further categorised as 'direct' or 'indirect'
- The client's own unconscious 'resistance' to the therapy
- Why do some clients attempt to sabotage their therapy?
- Why do other clients want to stay in therapy, long after reaching its conclusion?
Narcissism, inhibitions, fetishes
- The relationship between client and therapist.

No accompanying tapes

NINE An Introduction to Hypnosis

- 'Waking Hypnosis' and the differing states within Hypnosis
- Symbolism, parapsychology & metapsychology including 'past life' regression
- Automatic-writing techniques and the ideo-motor response.

The third test exercise is included with this module.

Accompanying Audio Tapes 13, 14, 15 and 16

13 – 16: Now the student has a basic understanding of theory, more detailed instructions are given. Practical, instructional language is used.

TEN Hypnosis Explained

- Different types of Hypnotic Induction: rapid, eye-to-eye, arm levitation and command hypnosis
- The thirty-three detectable signs of entry into the state of Hypnosis.

Accompanying Audio Tapes 15A and 16A

15A & 16A: Elaboration, examples. The spoken word brings increasing meaning to the written course notes.

ELEVEN Some Technical Difficulties and Dreams

- Dream interpretation with examples
- The 'wish fulfilment' theory of dreams
- The intervention of relatives into therapy and other potential problems.

Accompanying Tapes X-A, X-B, X-C and X-D

X-A – X-D: Public relations demonstrated via radio programmes plus a lecture.

TWELVE Two Case Histories

- A write-up of two real case examples that illustrate the course material.

The final examination is included with this final module.

Accompanying Tapes 17 and 18

17 & 18: The nearly qualified student gets a final lecture before tackling the examination.

'I learned more about people from this course, than I did during my entire Psychology degree.'

P.M. – South Africa

The Benefits

- Instalment plan to help spread the cost of course fees.
- Once qualified, join the IAH – Europe’s largest and most successful group of Hypnotherapists and Hypno-analysts – or any other organisation of your choice (The HCB Diploma is recognised throughout the Hypnotherapy profession).
- Regular one-day seminars on a variety of topics.
- This course contains all the information you need to be able to establish yourself in private practice as a Hypnotherapist – within six months.
- HCB is the largest, most experienced Hypnotherapy school in Europe – thousands of Hypnotherapists are now in private practice after undertaking this course.
- Easy to register as an NHS & BUPA provider, once qualified.
- No academic qualifications necessary. Your existing experience from the ‘University of Life’ and an interest in people is all that is required.
- A practical, comprehensive distance learning course of the highest quality. Expert individual tuition for the duration of your studies.
- No deadlines! – send in your test exercises and final exam when you are ready.

What this course will do for you

Studying this course will give you tremendous insight into the use of Hypnosis. You will achieve a great understanding of the development and functioning of the human psyche and the various causes and effects of nervous disorders. Through this, you will have gained greater insight into yourself and sufficient knowledge and understanding to be of benefit to others. You will be well equipped to begin a practice in Hypnotherapy and Hypno-analysis – as thousands of people all over the world have done before you.

This course is unusually comprehensive. It includes details on the Law relating to establishing a private practice, warns of various pitfalls and counsels how to proceed.

Important additional benefits once you have qualified:

1. You would be eligible for membership of The International Association of Hypno-analysts, a recognised professional association. Established in 1984, the IAH is Europe's largest, and arguably most successful, group of Hypnotherapists and Hypno-analysts. With a minimum 350 practising members in the UK (and others abroad), we have a commitment to on-going training and continue to provide a supportive, enthusiastic and progressive organisation for our members:
 - access to meeting 'think tanks' all around UK (no fees involved)
 - one-day Seminars, with practical hypnosis sessions, at various hotel venues throughout the UK (usually about £40 per day including refreshments)
 - ongoing advanced training for those seeking further instruction – leading to an 'Advanced Certificate', 'Advanced Diploma', 'Accredited Membership' and a 'Certificate in Forensic Hypnosis'
 - the opportunity to attend Europe's largest annual Residential Conference of Hypnotherapists (held on a weekend, in the Midlands, at a modest price including all meals and accommodation).
2. As a practising member of the IAH in the UK, you would have access to Professional Indemnity Insurance, giving cover up to £2million and with a low annual premium. This protects you against any malpractice claim, and is with a major insurance house. Such cover would not normally be readily available to you. For our members overseas, we will help to locate suitable malpractice insurance in your own country.

Questions & Answers

Will the course suit me?

If you want to be self-employed, work the hours that suit you, help people to make huge positive changes in their lives and earn a generous income, then this is the course for you!

What if I don't have the necessary skills?

Relax! Please accept that skills can be learned. A flying instructor can transform Mr or Mrs Average from a pedal cyclist to a qualified licensed pilot in just 40 hours of instruction! Provided you are of average intelligence and reasonably quick to assimilate information, with a genuine interest in people and their problems, you will become a competent and knowledgeable Hypnotherapist.

Successfully completing the course will involve you in undertaking some reading and writing and exercising a degree of mental self-discipline. If that sounds a bit daunting, remember:

- If you are not sure about this course and want to 'test the water', you can pay in installments. If you only ever have Lessons 1 and 2, you will still benefit enormously. However, most people who start the course find themselves captivated by it, and don't put it down again until it is successfully completed.
- No academic or other qualifications are necessary – just a genuine desire to learn, and an interest in people
- The course attracts people from many different cultural, racial and professional backgrounds.

Is this Hypnotherapy course better than others?

This course has stood the test of time and has *proven* to be enjoyable, educational, informative and interesting. It **WILL** equip you for private practice, as a Hypnotherapist and Hypno-analyst, as it already has for thousands of others. This course is unique because it teaches both Hypnotherapy *and* Hypno-analysis. Hypno-analysis is a very powerful method for finding and removing the causes of anxiety, phobias and other nervous disorders. This particular technique is so successful that in a few sessions you can achieve results that would normally take years of conventional therapy – it's no wonder our therapists are so busy!

Hypno-analysis, as perfected by Neil French, is not taught on any other course, anywhere in the world.

Why are there more practising ex-students of HCB, than there are members of the IAH?

Since HCB started running this Hypnotherapy course, it has trained about 300 Hypnotherapists a year, from all over the world and from all walks of life. Many ex-students live abroad, and have joined professional organisations local to them. In the UK there are well over 1000 HCB-trained Hypnotherapists in private practice; some are now running their own, smaller, organisations, some wanted to specialise in a different field, and joined a relevant organisation (psychotherapy, counselling etc) and some didn't need to join a professional organisation because they already belonged to one (teaching, police, social services etc).

One of the advantages of having trained so many people is that we have received considerable feedback over the last 20 years enabling us to develop and improve the course to suit you, the student.

What about the similarity of wording between adverts for this training course and for others?

I can only say that this course has been in its present format since 1981, and at least eleven ex-students of this course have gone on to operate training courses of their own. When I see or hear of similar courses being run elsewhere I can only feel pride – as imitation is the sincerest form of flattery.

Can I still take the course if I'm not looking for a career in Hypnotherapy?

If you're searching for some insight into yourself and others, this course offers self-improvement and enlightenment to anyone who has the interest to pursue it. Your reasons for taking the course are private to you, and they need not be disclosed.

How flexible is the course?

We have designed the course to take you about six months to complete, however depending on your personal circumstances, you may wish to extend this.

You can send for just two lessons now, then send for the next when you are financially ready, and when you have the study time. We have a credit card facility for MasterCard or Visa.

You can choose to take the Distance Learning Course, study In-House, or combine the two.

Do I have to complete the test exercises and final exam?

Absolutely not! It is perfectly acceptable for you to enrol on the course and not return the interim test exercises or final exam paper. Under those circumstances you would not be eligible for the Diploma, etc, but, who knows?... at some later date you may well change your mind and choose to complete the test questions. Either way, you are still likely to have acquired an enviable degree of insight into yourself and others that few people possess.

But how can you teach Hypnosis by tape – couldn't it be dangerous?

When you have come to understand Hypnosis, you will see for yourself that it's easy and never dangerous. (The only exception, worth pointing out, is listening to a hypnosis tape while driving or operating machinery.)

Are there any statutory controls for Hypnotherapy?

Hypnotherapy is not the subject of specific legislation so there are no formal qualifications which can be obtained. Also there is no Statutory Register of Hypnotherapists, and it appears likely that there will not be one for many years to come. However, subject to your satisfactory performance in a postal examination at the end of the course, you will be awarded an HCB DIPLOMA IN HYPNOTHERAPY, which is widely recognised, and you will be eligible for membership of the International Association of Hypno-Analysts, with the accreditation of MIAH after your name. No other qualifications are needed.

The IAH (The International Association of Hypno-analysts) has been particularly pro-active over the past few years and has ensured that it already meets most of the legislative requirements that are envisaged for the future (maybe this is a good time to point out that the IAH is the only professional body of Hypnotherapists and Hypno-analysts in Europe to maintain a single high standard of training).

How much can I expect to earn as a Hypnotherapist?

If you choose to go into private practice, you can confidently expect an income of at least £20,000 per annum if working part-time for a couple of hours per day – and obviously considerably more than that figure if you work full-time.

Attracting clients is usually fairly simple, as we can treat many different symptoms and problems. We do have the edge over other Hypnotherapists, in that we are also trained in Hypno-analysis.

DISTANCE LEARNING COURSE

Payment Method

A	Full payment with application See accompanying letter for any current special discounts	£695
D	PAY AS YOU LEARN: Payment with application Then <u>five</u> further payments of <u>£115</u> :	£120 £575
	Total	£695

Each payment ensures despatch of next 2 lessons.

This is not a credit transaction, and you are free to withdraw at any time.

JOINT STUDY FEES

Where two people living at the same address wish to undertake joint study, each should submit a **separate application form**, together with one single rate fee and an extra 'one-off' payment for the second person.

Single rate fee £695 plus one-off payment £90 **Total £785**

Despatches will be as normal, except for duplication of the test exercises and final examination. Each student is separately assessed.

IN-HOUSE TRAINING

The In-House training is divided into two parts, each lasting five days. To enrol, complete the application form and send with **£25 reservation fee**. The balance of £875 is payable on attendance.

Fees for each part: £450 VAT inclusive **Total £900**

These fees include morning & afternoon tea/coffee & biscuits.

Booking is acknowledged with an information pack including local accommodation and an area map.

OVERSEAS STUDENTS

The Course is mailed to any country of the world, but a postal surcharge is made for destinations outside the UK: Europe & Eire: £20 extra. Other countries: £35 extra.

ENROLLING ON THIS COURSE

Please complete the enclosed enrolment form (two enclosed) and return it with your remittance, in the envelope provided. The first two lessons will be posted to you upon receipt of your completed form.

All students receive a HBC printed ring-binder file for the modules, and a 'presentation box' to store all the taped lectures.

ALL MAJOR CREDIT CARDS ARE ACCEPTED.

The Students

Over 5000 people (yes five thousand) have undertaken this course – from all over the world and from all walks of life. Many of them have become very successful and some of the best known personalities within the field of Hypnotherapy have trained with us; some ex-students have even gone on to establish their own successful training schools. Backgrounds are extremely varied. People have come from: the police force, the armed forces, the clergy, teaching, small business, nursing, social work, parenthood, counselling, aviation, complimentary and traditional medicine, care work – just about any background you can think of, and many of them are now successful Hypnotherapists.

Here are some of their unsolicited comments:

Interesting and enlightening. I regret that the course was not available to me when I was younger as I am sure it would have altered the course of my life.

R.L. – Shrewsbury

I've really enjoyed your course. It's well worth every penny and I wouldn't have missed it for anything. It's answered or confirmed a lot of ideas. Very enlightening.

J.P. – Leicester

I have enjoyed a complete change of attitude to my daily work and social life. Friends have pointed out to me that I am a far more peaceful person than I used to be. I am far more tolerant of errors, and I rarely get annoyed.

J.B.R. – Newcastle

I found your course very interesting and your relaxation tape the best!

G.I - Edinburgh

All very fascinating and already proving very useful in helping me understand problems arising in the lives of family and friends. Am enjoying the course greatly.

R.C.F. - Cheltenham, Gloc.

I cannot say that I understand myself completely, but I know myself far better, and more importantly, I know why I used to be the way I was. Thanks.

J.K. Paris

Neil French – Course Author

Neil commenced his Hypnotherapy career in 1974. He wrote the *Successful Hypnotherapy Diploma Course* in 1981, after having amassed sufficient clinical experience to be able to impart his knowledge and expertise to others. He is a published author on the subject of Hypnosis, Hypnotherapy and Hypno-analysis, and is also an experienced radio and television broadcaster. Neil has lectured extensively about Hypnotherapy throughout the UK, the United States, and other countries of the world and he is internationally recognised as a leading exponent of the art.

Perhaps most importantly – for the reader of this prospectus – Neil's course has launched more people into a rewarding career in Hypnotherapy than any other, ever.

Robert Kelly – Course Director

Robert has been studying Hypnotherapy for about seventeen years, and has been in full time practice for the last twelve. During this time he has been of assistance to more than four thousand people. He runs many specialist clinics, treating people with phobias, obsessions, anxieties and weight issues. Robert has been lecturing for five years: he is considered by many to be both a most stimulating lecturer and also a highly successful Hypnoanalyst. He is regularly brought in to comment, by television and radio producers, as an expert in the field, and is frequently featured in the press and magazines. Robert is respected internationally for his ability to help people to overcome phobias and is one of the few therapists who can boast a 95% success rate when hypnotizing people to quit smoking.



Monday, October 19, 1981

MIRACLE CURE!

Cripple walks again

A VERWOOD woman who was once crippled and virtually confined to a wheelchair is now out and walking again thanks, she says, to God and a local hypnotherapist.

Mrs Nora Weir, known to doctors and fellow villagers as 'Wonderwoman' and 'The Miracle Lady of Verwood', now goes to keep fit classes and walks up to four miles a day.

Yet, for over six years, she was unable to take a single step without some support, due to muscular paralysis.

Mrs Weir (69) of Vicarage Road, Verwood, said 'I went to neuro-surgery clinics, an orthopaedic surgeon and a physiotherapist and they were all very good, but all said there was nothing they could do'.

Mrs Weir's condition deteriorated following a fall and the intense pain was preventing her from sleeping.

Then, one day, she remembered that a hypnotherapist had once helped her give up smoking – she had been on 50 cigarettes a day.

Later, when she was casually leafing through a newspaper a small classified advertisement suddenly leapt out of a page at her. 'It was an advertisement for hypnotherapist Neil French and it was a very strange experience', she said.

'For several minutes the words kept coming up to me, with the small print



Mrs Weir with her husband, Bob. – Echophoto

going backwards and forwards and getting bigger and bigger until it was like a headline. My husband couldn't see anything happening but it was very clear to me that I knew Mr French was my man'.

After five sessions of hypnosis, Mrs Weir was able to sleep soundly again.

Then Mr French offered to try to get her walking again.

'I agreed and during the first session, he put it into my mind that I would not need my wheelchair, frame, sticks and collar and would put them in a corner, forget about them, and start to walk', she said.

That night, Mrs Weir had to run to the toilet and suddenly found herself literally running through her flat.

*Extract from the Cambridge Evening News,
Wednesday March 8th, 2000*

HYPNO HELP – TO BEAT THE WEED

"Nicotine is not addictive and giving up smoking is easy" – these are the controversial words of Robert Kelly, a Hypno-therapist with one of the best success rates in the country.

"Getting people to give up smoking is about the easiest thing I do," he said. And to prove it, he promised to hypnotise the News' Sue Green, a serial smoker who has tried every method in the book to give up the dreaded weed. In a lengthy consultation from his Cambridge practice, Mr Kelly talked through his beliefs about why people smoke – and why they find it hard to give up.



"It is my belief that it is a fallacy that people are addicted to nicotine," he said. "Smokers do not crave nicotine while they are asleep. You just need to go into any drug rehabilitation clinic and see heroin addicts banging their heads against the walls in the night – because if you are truly addicted to something, you need it in your bloodstream morning, noon and night".

People have different personality types and those who smoke are Oral Compulsives – if it is not smoking, it is food, or nail biting or drinking. It is not a question of will power, of lack of self confidence, it is all about anxiety and stress".

"When people feel anxiety or stress they feel they need to restore confidence by smoking (or drinking, or eating). The reason why so many people fail to stop smoking is because there is no real incentive to give up. People usually feel that they have given something up for nothing ie there is no 'tangible' or immediate reward/benefit."

"What I do is offer people something in return. Every time they do not smoke they will feel a buzz (reward) far greater than the one they ever got from smoking".

Mr Kelly also uses positive suggestion to make sure his patients do not turn to another oral substitute, such as over-eating. To hypnotise Sue, Mr Kelly used a combination of suggestion therapy, visualisation, and positive thinking.

Hypnotherapist Robert Kelly has seen between 250 – 400 smokers a year for the last ten years. Last year, of the 400 smokers he saw, only 18 returned for a second session because they had gone back to smoking.

Mr Kelly, who is based at The Beechwood Practice, in Hills Road, Cambridge, has studied hypnosis, psychotherapy and psychoanalysis for over 11 years and since setting up practice in Cambridge eight years ago, has treated over 3000 patients.

As well as smoking cessation, he has also successfully treated people suffering from phobias, migraines, sexual problems, depression and insomnia.

Mr Kelly offers a free introductory consultation to people who would like to find out more before they embark on therapy. For more information contact Robert Kelly on 01223 301577 or email him at rob@rck.net

A PATIENT'S EYE VIEW – by Sue Green

I'm not crabby and I'm not smoking – but it's early days. It's been more than 48 hours – and I haven't had a cigarette. No big deal? It is for me. And I feel completely relaxed about it. That is the big difference.

Before this latest, and hopefully final, effort to beat the weed, colleagues and family would have experienced the less attractive side of my nature – the short-tempered, unreasonable, sometimes hysterical side that has accompanied every other attempt at packing up.

When I arrived at Robert Kelly's office, I was anxious; I could not sit down in the waiting room, I paced. I was not convinced I could be hypnotised, and thought the hypnotherapy approach would be, at best, ineffective. I am not weird, and not often wacky, but I can spot both characteristics a mile off.

Robert's office was normal (no couch, no odd time-pieces to swing in front of my eyes) and Robert was normal too (no particular hairstyle, no wild eyebrows, no glint of madness behind the eyes). He was charming and professional and I soon felt more at ease. Maybe there was something to it after all.

His statistics speak for themselves – a 90 per cent plus success rate and very few clients needing a second dose of this particular type of medicine. We chatted. I unwound. Robert was straight with me throughout. During any initial consultation, he said, he can weed out those he is unable to help, and I was a perfect subject.



Robert sat me in a large, comfortable chair and used his voice to induce me into a state of hypnosis – this did not feel like anything I had expected. I could hear him, I knew I could open my eyes at any time. But I felt calm, warm, safe, and very very relaxed.

I came away with an impression of Robert as a favourite teacher. I liked him, I liked his approach and enthusiasm for his subject, I liked the fact he was normal.

As well as wanting the therapy to succeed for all the right reasons, there is an added incentive – part of me doesn't want to let him down. He was so sure the therapy was going to work on me. I was after all, an ideal subject.

And so far, so good. I'm not smoking and I'm not crabby...but it's early days.



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